

**Abstract**

The invention relates to a headband means (1) used for applying a breathing mask (2) in a user's facial area. Said headband means (1) comprises a flexible band body that is  
5 provided with upper and lower band portions (3, 4) and is used for transmitting the mask holding forces required for applying the breathing mask. At least some portions of the band body are made of a foamed plastic material. The invention further relates to an application device (102) for a breathing mask, comprising a headband means which extends around the back of a user's head. The headband means encompasses a supporting  
10 structure (S) made of a material that can at least once be temporarily brought into a state in which at least some portions of the headband means can be individually adjusted to the shape of the back of the user's head.